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BATTLE CREEK SELECTED FOR NEW, NATIONAL RECYCLING REWARD PROGRAM

Waste Management residential program offers citizens extra incentives to recycle

BATTLE CREEK, Mich., June 1, 2009 – Waste Management, North America’s largest recycling and solid waste management company, has selected Battle Creek for a new customer rewards program called “Think Green Rewards.” Battle Creek was selected because of its size, demographics and the city’s long and distinguished history of community involvement in sustainability and recycling.

Think Green Rewards is designed to help the City of Battle Creek to meet long-term sustainability and recycling goals by offering residents an extra incentive to recycle. The new program allows Battle Creek residents to track their recycling activities on-line and earn Think Green Rewards points for using their recycling bin to divert materials – like aluminum, plastic, glass and cardboard – to reprocessing and reuse.

Think Green Rewards is part of Waste Management’s publicly stated commitment to triple the amount of recyclable materials collected throughout North America by 2020.

Battle Creek residents can earn Think Green Points just by filling their recycling bins, as points are based on the total weight of recyclables collected in each neighborhood. Points are banked and redeemed on-line through an electronic rewards catalog. The Think Green Rewards catalog includes coupons for discounted movie tickets, free or discounted meals, video game rentals and other local Battle Creek-area entertainment values.

“Waste Management could have selected any city in the nation for this innovative program to reward residents for recycling,” said Battle Creek Mayor Mark Behnke. “The fact that Battle Creek was selected proves our community is a pioneer in sustainable living.”

Each City of Battle Creek household will receive program information in the mail during the week of June 1 with complete program information and registration instructions. Residents can also log on at www.wm.com/thinkgreenrewards to register, or learn more.

It's easy and convenient to register for Think Green Rewards on-line by following these four simple steps:

1. Log on at www.wm.com/thinkgreenrewards
2. Enter name, address, e-mail, etc. as directed
3. Enter the Authorization Code from your mailer
4. Click SUBMIT

For more information, residents can contact the Waste Management Western Michigan Customer Service Center at TGRwestmichigan@wm.com, or call 800-796-9696.

TGR is the second program the City of Battle Creek and Waste Management have partnered on this year. In April, they launched the Think Green® From Home program for Battle Creek residents to responsibly recycle compact fluorescent lamps (CFLs) and batteries right from their home. The city purchased 5,000 battery recycling kits and 2,000 CFL recycling kits through Waste Management's program and offered them for free to city residents.

Some recycling kits are still available for free at the Battle Creek Public Works office (150 S Kendall St.), Monday through Friday, during normal business hours, 7:30 a.m. to 4 p.m. There is a limit of one free CFL and one free battery kit recycling kit per household.

Once the free kits are gone, or if a household requires more than one kit to fill its recycling needs, additional kits can be purchased at www.ThinkGreenFromHome.com.

About Waste Management

Waste Management, Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management visit www.wm.com or www.thinkgreen.com.

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